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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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FISH & RICHARDSON P.C. P.O. BOX 1022 MINNEAPOLIS, MN 55440-1022			WIENER, ERICA A	
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SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE		
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Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

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Office Action Summary	Application No.	Applicant(s)
	10/721,045	MOSKOWITZ ET AL.
	Examiner	Art Unit
	Eric A. Wiener	2112

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 21 November 2003.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-45 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-45 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 21 November 2003 is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date <u>11/21/2003</u> .	5) <input type="checkbox"/> Notice of Informal Patent Application
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

1. Claims 1 – 45 are pending.
2. The IDS filed on 11/21/2003 has been considered.

Drawings

3. The informal drawings are not of sufficient quality to permit examination. Accordingly, replacement drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to this Office action. The replacement sheet(s) should be labeled “Replacement Sheet” in the page header (as per 37 CFR 1.84(c)) so as not to obstruct any portion of the drawing figures. If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action.

Applicant is given a TWO MONTH time period to submit new drawings in compliance with 37 CFR 1.81. Extensions of time may be obtained under the provisions of 37 CFR 1.136(a). Failure to timely submit replacement drawing sheets will result in ABANDONMENT of the application.

New corrected drawings in compliance with 37 CFR 1.121(d) are required in this application because figures 1-10 contain illegible handwriting. Applicant is advised to employ the services of a competent patent draftsperson outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office

action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 2, 5 – 7, 9, 10, 12, 13, 23, 24, 27 – 29, 31, 32, 34 – 36, 39 – 41, 43, and 44 are rejected under 35 U.S.C. 103(a) as being unpatentable over Successories.com in view of Horn et al. (US 7,013,289 B2).

As per claim 1, Successories.com discloses a method of providing an online network site from which a user can customize and personalize an achievement recognition item - “We'll personalize awards for the stars of your organization” [(PTO-892, page 1, Reference V), “Successories: #1 Source For Motivational Gifts & Awards,” page 1]. The method of providing is exhibited in the fact that the archived web site was provided on the World Wide Web. Successories.com also discloses producing the achievement recognition item in accordance with the user-selected specifications selected through the web site - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-

892, page 1, Reference W), "Successories: Engraving," pages 1 and 2]. In addition, the forms to enter the user-selected specifications are given on page 2 of 'Successories: Engraving.'

The archived page of Successories.com does not explicitly disclose that said web site is an interactive network site or that said method includes receiving information through the network site from the user, wherein the information includes user-selected specifications for customizing and personalizing features of an item.

However, in an analogous art, Horn discloses a *method of providing an online, interactive network site* (column 36, lines 9 – 65) *from which a user can customize and personalize specifications for an item* (column 15, lines 61 – 65). Horn also discloses a *method of receiving information through the network site from the user* (column 38, lines 11 – 14), *wherein the information includes user-selected specifications for customizing and personalizing features of the item* (column 15, lines 61 – 65)

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the teachings of Horn with the teachings of Successories.com to develop a method of providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced in accordance with selected personalized specifications. The modification would have been obvious, because the e-commerce site of Horn would permit any and all items to be customized and sold, thereby including achievement recognition items (Horn, column 1 lines 34 – 38). In addition, many compelling trends and powerful developments have conjoined to permit the construction and operation of a complete and integrated online system of global trade to meet long-felt needs, wherein a custom product can be created to satisfy a buyer's needs, and suppliers are enabled to provide necessary

business-to-business products and services on a timely basis (Horn, column 2 line 29 – column 3, line 13). Thus, it would be obvious to combine the Successories.com website with the e-commerce methods of Horn to produce an achievement recognition item e-commerce website.

As per claim 2, Successories.com and Horn substantially disclose the method of claim 1. In addition, Horn further discloses *providing to the user a personalized network page* (Abstract) *from which the user can customize and personalize features of the achievement recognition item* (column 15, lines 61 – 65).

As per claim 5, Successories.com and Horn substantially disclose the method of claim 2. In addition, Successories.com further discloses that *the achievement recognition item comprises text that reflects an achievement attained by the user* - “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference U), “Successories: Product / Engraved Awards / Item Detail,” page 1]. The examiner has interpreted the fact that the award is meant to acknowledge contributions and that it comes with an engravable plate is sufficiently equivalent to the ability of the achievement recognition item to comprise text reflecting an achievement attained by the user.

As per claim 6, Successories.com and Horn substantially disclose the method of claim 5. In addition, Successories.com further discloses that *the achievement recognition item comprises a document mounted on or embedded in a substrate, wherein the document reflects an achievement attained by the user* – “Each framed print is painstakingly mounted by hand,” “Each piece of glass used to protect our prints is washed before it is assembled to ensure image clarity. Unlike most framing glass, it is significantly stronger” [(PTO-892, page 2, Reference V),

“Successories: Quality Framing,” page 1]. The examiner has interpreted the fact that the item is framed within glass to be sufficiently equivalent to it being embedding within a substrate.

As per claim 7, Successories.com and Horn substantially disclose the method of claim 6.

In addition, Successories.com further discloses that *the user-selected specifications include a substrate material*. On page 1 of (PTO-892, page 2, Reference X), ‘Successories: Product / Engraved Awards / Item Detail,’ the user is provided with various styles of the award to select from, of which the substrate materials aluminum and wood are available.

As per claim 9, Successories.com and Horn substantially disclose the method of claim 5.

In addition, Successories.com further discloses that *the user-selected specifications include text that reflects the achievement by the user* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W), “Successories: Engraving,” pages 1 and 2). In addition, the forms to enter the text are given on page 2 of ‘Successories: Engraving.’

As per claim 10, Successories.com and Horn substantially disclose the method of claim 5. In addition, Successories.com further discloses that *the achievement recognition item comprises an engraved plate mounted on a substrate* “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference X), “Successories: Product / Engraved Awards / Item Detail,” page 1], *wherein the user-selected specifications include text to be engraved on the plate* - “If you select a

product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see." [(PTO-892, page 1, Reference W), "Successories: Engraving," page 1]. In addition, the forms to enter the text for engraving are given on page 2 of 'Successories: Engraving.'

As per claim 12, Successories.com discloses a *providing an online network site from which a user can customize and personalize an achievement recognition item* - "We'll personalize awards for the stars of your organization" [(PTO-892, page 1, Reference V), "Successories: #1 Source For Motivational Gifts & Awards," page 1]. The method of providing is exhibited in the fact that the archived web site was provided on the World Wide Web.

The archived page of Successories.com does not explicitly disclose a system comprising a computer network, user device including a display coupled to the network, and circuitry coupled to the network in order to provide said web site as well as to receive and store information through the network site from the user, wherein the information includes user-selected specifications for customizing and personalizing features of an item. Successories.com also does not explicitly disclose that said web site is an interactive network site.

However, in an analogous art, Horn discloses a *system comprising a computer network, user device including a display coupled to the network, and circuitry coupled to the network in order to provide said web site* (column 29, lines 9 – 29) *as well as to receive* (column 38, lines 11 – 14) *and store* (column 29, lines 9 – 29) *information through the network site from the user, wherein the information includes user-selected specifications for customizing and personalizing*

features of an item (column 15, lines 61 – 65). Horn also discloses that *said web site is an interactive network site* (column 36, lines 9 – 65).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the system of Horn with the teachings of Successories.com to develop a system for providing an online, interactive web site in which a user can personalize an achievement recognition item. The modification would have been obvious, because the e-commerce site of Horn would permit any and all items to be customized and sold, thereby including achievement recognition items (Horn, column 1 lines 34 – 38). In addition, many compelling trends and powerful developments have conjoined to permit the construction and operation of a complete and integrated online system of global trade to meet long-felt needs, wherein a custom product can be created to satisfy a buyer's needs, and suppliers are enabled to provide necessary business-to-business products and services on a timely basis (Horn, column 2 line 29 – column 3, line 13). Thus, it would be obvious to combine the Successories.com website with the e-commerce system of Horn to produce an achievement recognition item e-commerce website.

As per claim 13, Successories.com and Horn substantially disclose the system of claim 12. In addition, Horn further discloses *providing to the user's device through the computer network a personalized network page* (Abstract) *from which the user can customize and personalize features of the achievement recognition item* (column 15, lines 61 – 65).

As per claim 23, Successories.com discloses a *providing an online network site from which a user can customize and personalize an achievement recognition item* - “We'll personalize awards for the stars of your organization” [(PTO-892, page 1, Reference V),

"Successories: #1 Source For Motivational Gifts & Awards," page 1]. The method of providing is exhibited in the fact that the archived web site was provided on the World Wide Web.

The archived page of Successories.com does not explicitly disclose an article comprising a machine-readable medium storing machine-executable instructions that, when applied to a machine cause the machine to provide said web site or to store information received through the network site from the user, wherein the information includes user-selected specifications for customizing and personalizing features of an item. Successories.com also does not explicitly disclose that said web site is an interactive network site.

However, in an analogous art, Horn discloses *an article comprising a machine-readable medium storing machine-executable instructions that, when applied to a machine cause the machine to provide said web site and store information received through the network site from the user* (column 29, lines 9 – 29), *wherein the information includes user-selected specifications for customizing and personalizing features of an item* (column 15, lines 61 – 65). Horn also discloses that *said web site is an interactive network site* (column 36, lines 9 – 65).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the article of Horn with the teachings of Successories.com to develop an article for providing an online, interactive web site in which a user can personalize an achievement recognition item. The modification would have been obvious, because the e-commerce site of Horn would permit any and all items to be customized and sold, thereby including achievement recognition items (Horn, column 1 lines 34 – 38). In addition, many compelling trends and powerful developments have conjoined to permit the construction and operation of a complete and integrated online system of global trade to meet long-felt needs,

wherein a custom product can be created to satisfy a buyer's needs, and suppliers are enabled to provide necessary business-to-business products and services on a timely basis (Horn, column 2 line 29 – column 3, line 13). Thus, it would be obvious to combine the Successories.com website with the e-commerce article of Horn to produce an achievement recognition item e-commerce website.

As per claim 24, Successories.com and Horn substantially disclose the article of claim 23. In addition, Horn further discloses *providing to the user a personalized network page* (Abstract) *from which the user can customize and personalize features of the achievement recognition item* (column 15, lines 61 – 65).

As per claim 27, Successories.com and Horn substantially disclose the article of claim 24. In addition, Successories.com further discloses that *the achievement recognition item comprises text that reflects an achievement attained by the user* - “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference X), “Successories: Product / Engraved Awards / Item Detail,” page 1]. The examiner has interpreted the fact that the award is meant to acknowledge contributions and that it comes with an engravable plate is sufficiently equivalent to the ability of the achievement recognition item to comprise text reflecting an achievement attained by the user.

As per claim 28, Successories.com and Horn substantially disclose the article of claim 27. In addition, Successories.com further discloses that *the achievement recognition item comprises a document mounted on or embedded in a substrate, wherein the document reflects an achievement attained by the user* – “Each framed print is painstakingly mounted by hand,” “Each

piece of glass used to protect our prints is washed before it is assembled to ensure image clarity. Unlike most framing glass, it is significantly stronger” [(PTO-892, page 2, Reference V), “Successories: Quality Framing,” page 1]. The examiner has interpreted the fact that the item is framed within glass to be sufficiently equivalent to it being embedding within a substrate.

As per claim 29, Successories.com and Horn substantially disclose the article of claim 28. In addition, Successories.com further discloses that *the user-selected specifications include a substrate material*. On page 1 of (PTO-892, page 2, Reference), ‘Successories: Product / Engraved Awards / Item Detail,’ the user is provided with various styles of the award to select from, of which the substrate materials aluminum and wood are available.

As per claim 31, Successories.com and Horn substantially disclose the article of claim 27. In addition, Successories.com further discloses that *the user-selected specifications include text that reflects the achievement by the user* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W), “Successories: Engraving,” pages 1 and 2]. In addition, the forms to enter the text are given on page 2 of ‘Successories: Engraving.’

As per claim 32, Successories.com and Horn substantially disclose the article of claim 27. In addition, Successories.com further discloses that *the achievement recognition item comprises an engraved plate mounted on a substrate* “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892,

page 2, Reference X), “Successories: Product / Engraved Awards / Item Detail,” page 1], *wherein the user-selected specifications include text to be engraved on the plate* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W), “Successories: Engraving,” pages 1 and 2]. In addition, the forms to enter the text for engraving are given on page 2 of ‘Successories: Engraving.’

As per claim 34, Successories.com discloses *a method of accessing an online network site to customize and personalize an achievement recognition item* - “We’ll personalize awards for the stars of your organization” [(PTO-892, page 1, Reference V), “Successories: #1 Source For Motivational Gifts & Awards,” page 1]. The method of accessing is exhibited in the fact that the archived web site was provided on the accessible World Wide Web. Successories.com also discloses a method of *entering information through the network site to order the item, wherein the information includes user-selected specifications for customizing and personalizing features of an item* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W), “Successories: Engraving,” pages 1 and 2]. In addition, the forms to enter ordering and personalization information are given on pages 1 and 2 of ‘Successories: Engraving.’

The archived page of Successories.com does not explicitly disclose that said web site is an interactive network site.

However, in an analogous art, Horn discloses that *said web site is an interactive network site* (column 36, lines 9 – 65).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the teachings of Horn with the teachings of Successories.com to develop a method of accessing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and ordered. The modification would have been obvious, because the e-commerce site of Horn would permit any and all items to be customized and sold, thereby including achievement recognition items (Horn, column 1 lines 34 – 38). In addition, many compelling trends and powerful developments have conjoined to permit the construction and operation of a complete and integrated online system of global trade to meet long-felt needs, wherein a custom product can be created to satisfy a buyer's needs, and suppliers are enabled to provide necessary business-to-business products and services on a timely basis (Horn, column 2 line 29 – column 3, line 13). Thus, it would be obvious to combine the Successories.com website with the e-commerce methods of Horn to access an achievement recognition item e-commerce website.

As per claim 35, Successories.com and Horn substantially disclose the method of claim 34. In addition, Successories.com further discloses *receiving an achievement recognition item in accordance with the user-selected specifications* – “Any framed print can be shipped to you or a location you specify” [(PTO-892, page 2, Reference V), “Successories: Quality Framing,” page 2], where the examiner has interpreted the method of enabling the shipping of an item to be

sufficiently equivalent to the method of enabling the receiving of an item, since receiving a shipped item is the logical effect of shipping it.

As per claim 36, Successories.com and Horn substantially disclose the method of claim 34. In addition, Horn further discloses *obtaining access to a personalized network page (Abstract) to customize and personalize features of the achievement recognition item* (column 15, lines 61 – 65).

As per claim 39, Successories.com and Horn substantially disclose the method of claim 36. In addition, Successories.com further discloses that *the achievement recognition item comprises text that reflects an achievement attained by the user* - “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference U), “Successories: Product / Engraved Awards / Item Detail,” page 1]. The examiner has interpreted the fact that the award is meant to acknowledge contributions and that it comes with an engravable plate is sufficiently equivalent to the ability of the achievement recognition item to comprise text reflecting an achievement attained by the user.

As per claim 40, Successories.com and Horn substantially disclose the method of claim 39. In addition, Successories.com further discloses that *the achievement recognition item comprises a document mounted on or embedded in a substrate, wherein the document reflects an achievement attained by the user* – “Each framed print is painstakingly mounted by hand,” “Each piece of glass used to protect our prints is washed before it is assembled to ensure image clarity. Unlike most framing glass, it is significantly stronger” [(PTO-892, page 2, Reference V),

“Successories: Quality Framing,” page 1]. The examiner has interpreted the fact that the item is framed within glass to be sufficiently equivalent to it being embedding within a substrate.

As per claim 41, Successories.com and Horn and substantially disclose the method of claim 40. In addition, Successories.com further discloses that *the user-selected specifications include a substrate material*. On page 1 of (PTO-892, page 2, Reference X), ‘Successories: Product / Engraved Awards / Item Detail,’ the user is provided with various styles of the award to select from, of which the substrate materials aluminum and wood are available.

As per claim 43, Successories.com and Horn substantially disclose the method of claim 39. In addition, Successories.com further discloses that *the user-selected specifications include text that reflects the achievement by the user* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W), Successories: Engraving, pages 1 and 2]. In addition, the forms to enter the text are given on page 2 of ‘Successories: Engraving.’

As per claim 44, Successories.com and Horn substantially disclose the method of claim 39. In addition, Successories.com further discloses that *the achievement recognition item comprises an engraved plate mounted on a substrate* “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference X), “Successories: Product / Engraved Awards / Item Detail,” page 1], *wherein the user-selected specifications include text to be engraved on the plate* - “If you select a

product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see." [(PTO-892, page 1, Reference W), "Successories: Engraving," pages 1 and 2]. In addition, the forms to enter the text for engraving are given on page 2 of 'Successories: Engraving.'

6. Claims 3, 14, 25, and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Successories.com and Horn et al. (US 7,013,289 B2) in view of Carlson Marketing Group, Inc. (WO 01/86545 A2).

As per claim 3, Successories.com and Horn substantially disclose the method of claim 2. In addition, Successories.com discloses *selecting achievements on a network site* - 'Framed Performance Awards,' 'Classic Performance Medallion Awards,' and 'Employee of the Month' [(PTO-892, page 2, Reference U), "Successories: Product / Engraved Awards," pages 1 and 2] - *for customizing and personalizing an achievement recognition item* - "We'll personalize awards for the stars of your organization" [(PTO-892, page 1, Reference V), "Successories: #1 Source For Motivational Gifts & Awards," page 1]. Neither Successories.com nor Horn explicitly disclose including a pre-populated list of one or more achievements attained by the user, any of which the user can select.

However, in an analogous art, Carlson Marketing Group, Inc. discloses *a pre-populated list of one or more achievements attained by the user, any of which the user can select* (page 16, line 34 – page 17, line 10), where the examiner has interpreted interacting with data pertaining to

an employee profile to be sufficiently equivalent to the ability to select one of the employee's achievements.

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the teaching of Carlson Marketing Group, Inc. into the method of Horn and Successories.com to develop a method of providing an online, interactive web site in which a user can select an achievement from a pre-populated list of achievements to personalize an achievement recognition item. Because Carlson Marketing Group, Inc. discloses items available for redemption associated with the achievements of the employee (page 18, lines 6 – 11), it would therefore be obvious that a possible item to redeem would be an achievement recognition item. In addition, one would not want to be limited to a generic achievement recognition item and would thus want the ability to personalize their item.

As per claim 14, Successories.com and Horn substantially disclose the system of claim 12. In addition, Successories.com discloses *selecting achievements on a network site* - 'Framed Performance Awards,' 'Classic Performance Medallion Awards,' and 'Employee of the Month' [(PTO-892, page 2, Reference U), "Successories: Product / Engraved Awards," pages 1 and 2] - *for customizing and personalizing an achievement recognition item* - "We'll personalize awards for the stars of your organization" [(PTO-892, page 1, Reference V), "Successories: #1 Source For Motivational Gifts & Awards," page 1]. Neither Successories.com nor Horn explicitly disclose including a pre-populated list of one or more achievements attained by the user, any of which the user can select.

However, in an analogous art, Carlson Marketing Group, Inc. discloses *a pre-populated list of one or more achievements attained by the user, any of which the user can select* (page 16,

line 34 – page 17, line 10), where the examiner has interpreted interacting with data pertaining to an employee profile to be sufficiently equivalent to the ability to select one of the employee's achievements.

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the teaching of Carlson Marketing Group, Inc. into the system of Horn and Successories.com for the same reasons as disclosed in the rejection of claim 3.

As per claim 25, Successories.com and Horn substantially disclose the article of claim 24. In addition, Successories.com discloses *selecting achievements on a network site* - 'Framed Performance Awards,' 'Classic Performance Medallion Awards,' and 'Employee of the Month' [(PTO-892, page 2, Reference U), "Successories: Product / Engraved Awards," pages 1 and 2] - *for customizing and personalizing an achievement recognition item* - "We'll personalize awards for the stars of your organization" [(PTO-892, page 1, Reference V), "Successories: #1 Source For Motivational Gifts & Awards," page 1]. Neither Successories.com nor Horn explicitly disclose including a pre-populated list of one or more achievements attained by the user, any of which the user can select.

However, in an analogous art, Carlson Marketing Group, Inc. discloses *a pre-populated list of one or more achievements attained by the user, any of which the user can select* (page 16, line 34 – page 17, line 10), where the examiner has interpreted interacting with data pertaining to an employee profile to be sufficiently equivalent to the ability to select one of the employee's achievements.

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the teaching of Carlson Marketing Group, Inc. into the article of Horn and Successories.com for the same reasons as disclosed in the rejection of claim 3.

As per claim 37, Successories.com and Horn substantially disclose the method of claim 36. In addition, Successories.com discloses *selecting achievements on a network site* - 'Framed Performance Awards,' 'Classic Performance Medallion Awards,' and 'Employee of the Month' [(PTO-892, page 2, Reference U), "Successories: Product / Engraved Awards," pages 1 and 2] - *for customizing and personalizing an achievement recognition item* - "We'll personalize awards for the stars of your organization" [(PTO-892, page 1, Reference V), "Successories: #1 Source For Motivational Gifts & Awards," page 1]. Neither Successories.com nor Horn explicitly disclose including a pre-populated list of one or more achievements attained by the user, any of which the user can select.

However, in an analogous art, Carlson Marketing Group, Inc. discloses *a pre-populated list of one or more achievements attained by the user, any of which the user can select* (page 16, line 34 – page 17, line 10), where the examiner has interpreted interacting with data pertaining to an employee profile to be sufficiently equivalent to the ability to select one of the employee's achievements.

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the teaching of Carlson Marketing Group, Inc. into the method of Horn and Successories.com for the same reasons as disclosed in the rejection of claim 3.

7. Claims 4, 26, and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Successories.com and Horn et al. (US 7,013,289 B2) in view of Roses (US 2003/0055871 A1).

As per claim 4, Successories.com and Horn substantially disclose the method of claim 2. Neither Successories.com nor Horn explicitly disclose that the method includes providing to the user through the online interactive network site a sample image of the achievement recognition item and also includes updating the image, in response to receiving user input through the network site, in accordance with user-selected specifications for customized and personalized features of the achievement recognition item.

However, in an analogous art, Roses discloses *providing to the user through the online interactive network site a sample image of the achievement recognition item* ([0043], lines 1 – 6) and *also updating the image, in response to receiving user input through the network site, in accordance with user-selected specifications for customized and personalized features of the achievement recognition item* ([0043], lines 19 – 21).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the method of Horn and Successories.com with the teaching of Roses to develop a method of providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein said user can preview a sample image of an achievement recognition item and also preview updates to said sample image corresponding to said users customizations. Whenever the user has the ability to customize an item for purchase on a web site, they would oftentimes like the benefit of viewing a preview of their item displaying how the finished, customized item should look. It is well known in the art that e-commerce web sites can and have been employing this functionality for any and all items

that can be customized. Thus it would be obvious for an e-commerce web site to employ this method, especially for an item that is to be customized with text, such as an achievement recognition item.

As per claim 26, Successories.com and Horn substantially disclose the article of claim 24. Neither Successories.com nor Horn explicitly disclose that the article includes providing to the user through the online interactive network site a sample image of the achievement recognition item and also includes updating the image, in response to receiving user input through the network site, in accordance with user-selected specifications for customized and personalized features of the achievement recognition item.

However, in an analogous art, Roses discloses *providing to the user through the online interactive network site a sample image of the achievement recognition item ([0043], lines 1 – 6) and also updating the image, in response to receiving user input through the network site, in accordance with user-selected specifications for customized and personalized features of the achievement recognition item ([0043], lines 19 – 21).*

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the article of Horn and Successories.com with the teaching of Roses to develop an article for providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein said user can preview a sample image of an achievement recognition item and also preview updates to said sample image corresponding to said users customizations. Whenever the user has the ability to customize an item for purchase on a web site, they would oftentimes like the benefit of viewing a preview of their item displaying how the finished, customized item should look. It is well known in the art

that e-commerce web sites can and have been employing this functionality for any and all items that can be customized. Thus it would be obvious for an e-commerce web site to employ this method, especially for an item that is to be customized with text, such as an achievement recognition item.

As per claim 38, Successories.com and Horn substantially disclose the method of claim 36. Neither Successories.com nor Horn explicitly disclose that the method includes receiving through the online interactive network site a sample image of the achievement recognition item and also receiving through the network site an updated image that reflects the user-selected specifications for customized and personalized features of the achievement recognition item.

However, in an analogous art, Roses discloses *receiving through the online interactive network site a sample image of the achievement recognition item ([0043], lines 1 – 6) and also receiving through the network site an updated image that reflects the user-selected specifications for customized and personalized features of the achievement recognition item ([0043], lines 19 – 21).*

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the method of Horn and Successories.com with the teaching of Roses to develop a method of providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein said user can preview a sample image of an achievement recognition item and also preview updates to said sample image corresponding to said users customizations. Whenever the user has the ability to customize an item for purchase on a web site, they would oftentimes like the benefit of viewing a preview of their item displaying how the finished, customized item should look. It is well known in the art

that e-commerce web sites can and have been employing this functionality for any and all items that can be customized. Thus it would be obvious for an e-commerce web site to employ this method, especially for an item that is to be customized with text, such as an achievement recognition item.

8. Claim 8, 11, 30, 33, 42, and 45 are rejected under 35 U.S.C. 103(a) as being unpatentable over Successories.com and Horn et al. (US 7,013,289 B2) in view of Leone, III et al. (US 6,665,587 B2).

As per claim 8, Successories.com and Horn substantially disclose the method of claim 6. Neither Successories.com nor Horn explicitly discloses that the user-selected specifications include color for a portion of the achievement recognition item.

However, in an analogous art, Leone, III discloses *user-selected specifications including color* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the method of Horn and Successories.com with the teaching of Leone, III to develop a method of providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to choose different colors. It is well known in the art of personalizing items that when personalizing an item that is available in a color, the opportunity to select different colors is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which different colors of the item can be selected. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the

selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Horn and Successories.com in order to provide the ability to select different colors.

As per claim 11, Successories.com and Horn substantially disclose the method of claim 10. Neither Successories.com nor Horn explicitly discloses that the user-selected specifications include type or font size of the text.

However, in an analogous art, Leone, III discloses *user-selected specifications including type or font size of text* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the method of Horn and Successories.com with the teaching of Leone, III to develop a method of providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to engrave text in different selected sizes. It is well known in the art of personalizing items that when personalizing an item that includes text, the opportunity to select the size of such text is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which text can be included in different selected sizes. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Horn and Successories.com in order to provide the ability to select different sizes of text.

As per claim 30, Successories.com and Horn substantially disclose the article of claim 28. Neither Successories.com nor Horn explicitly discloses that the user-selected specifications include color for a portion of the achievement recognition item.

However, in an analogous art, Leone, III discloses *user-selected specifications including color* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the article of Horn and Successories.com with the teaching of Leone, III to develop an article for providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to choose different colors. It is well known in the art of personalizing items that when personalizing an item that is available in a color, the opportunity to select different colors is common. Leone discloses an article including a computer-implemented interface for selecting and personalizing items, in which different colors of the item can be selected. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Horn and Successories.com in order to provide the ability to select different colors.

As per claim 33, Successories.com and Horn substantially disclose the article of claim 32. Neither Successories.com nor Horn explicitly discloses that the user-selected specifications include type or font size of the text.

However, in an analogous art, Leone, III discloses *user-selected specifications including type or font size of text* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the article of Horn and Successories.com with the teaching of Leone, III to develop an article for providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to engrave text in different selected sizes. It is well known in the art of personalizing items that when personalizing an item that includes text, the opportunity to select the size of such text is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which text can be included in different selected sizes. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Horn and Successories.com in order to provide the ability to select different sizes of text.

As per claim 42, Successories.com and Horn substantially disclose the method of claim 41. Neither Successories.com nor Horn explicitly discloses that the user-selected specifications include color for a portion of the achievement recognition item.

However, in an analogous art, Leone, III discloses *user-selected specifications including color* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the method of Horn and Successories.com with the teaching of Leone, III to develop a method of providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to choose different colors. It is well known in the art of personalizing items

that when personalizing an item that is available in a color, the opportunity to select different colors is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which different colors of the item can be selected. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Horn and Successories.com in order to provide the ability to select different colors.

As per claim 45, Successories.com and Horn substantially disclose the method of claim 44. Neither Successories.com nor Horn explicitly discloses that the user-selected specifications include type or font size of the text.

However, in an analogous art, Leone, III discloses *user-selected specifications including type or font size of text* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the method of Horn and Successories.com with the teaching of Leone, III to develop a method of accessing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to engrave text in different selected sizes. It is well known in the art of personalizing items that when personalizing an item that includes text, the opportunity to select the size of such text is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which text can be included in different selected sizes. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of

Leone's interface with the web site of Horn and Successories.com in order to provide the ability to select different sizes of text.

9. Claims 15 – 18, 20, and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Successories.com, Horn et al. (US 7,013,289 B2), and Carlson Marketing Group, Inc. (WO 01/86545 A2) in view of Roses (US 2003/0055871 A1).

As per claim 15, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 14. Neither Successories.com, Horn, nor Carlson Marketing Group, Inc. explicitly disclose that the system includes providing to the user through the online interactive network site a sample image of the achievement recognition item and also includes updating the image, in response to receiving user input through the network site, in accordance with user-selected specifications for customized and personalized features of the achievement recognition item.

However, in an analogous art, Roses discloses *providing to the user through the online interactive network site a sample image of the achievement recognition item ([0043], lines 1 – 6) and also updating the image, in response to receiving user input through the network site, in accordance with user-selected specifications for customized and personalized features of the achievement recognition item ([0043], lines 19 – 21).*

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the system of Successories.com, Horn, and Carlson Marketing Group, Inc. with the teaching of Roses to develop a system for providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein

said user can preview a sample image of an achievement recognition item and also preview updates to said sample image corresponding to said users customizations. Whenever the user has the ability to customize an item for purchase on a web site, they would oftentimes like the benefit of viewing a preview of their item displaying how the finished, customized item should look. It is well known in the art that e-commerce web sites can and have been employing this functionality for any and all items that can be customized. Thus it would be obvious for an e-commerce web site to employ this method, especially for an item that is to be customized with text, such as an achievement recognition item.

As per claim 16, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 15. In addition, Successories.com further discloses that *the achievement recognition item comprises text that reflects an achievement attained by the user* – “Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference X, “Successories: Product / Engraved Awards / Item Detail,” page 1)]. The examiner has interpreted the fact that the award is meant to acknowledge contributions and that it comes with an engravable plate is sufficiently equivalent to the ability of the achievement recognition item to comprise text reflecting an achievement attained by the user.

As per claim 17, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 16. In addition, Successories.com further discloses that *the achievement recognition item comprises a document mounted on or embedded in a substrate, wherein the document reflects an achievement attained by the user* – “Each framed print is

painstakingly mounted by hand,” “Each piece of glass used to protect our prints is washed before it is assembled to ensure image clarity. Unlike most framing glass, it is significantly stronger” [(PTO-892, page 2, Reference V, “Successories: Quality Framing,” page 1)]. The examiner has interpreted the fact that the item is framed within glass to be sufficiently equivalent to it being embedding within a substrate.

As per claim 18, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 16. In addition, Successories.com further discloses that *the user-selected specifications include a substrate material*. On page 1 of (PTO-892, page 2, Reference X), ‘Successories: Product / Engraved Awards / Item Detail,’ the user is provided with various styles of the award to select from, of which the substrate materials aluminum and wood are available.

As per claim 20, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 16. In addition, Successories.com further discloses that *the user-selected specifications include text that reflects the achievement by the user* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W, “Successories: Engraving,” pages 1 and 2)]. In addition, the forms to enter the text are given on page 2 of ‘Successories: Engraving.’

As per claim 21, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 16. In addition, Successories.com further discloses that *the achievement recognition item comprises an engraved plate mounted on a substrate*

“Acknowledge valuable contributions with our Essence of... award, which is designed to inspire people where they work. This attractive black aluminum-framed award comes complete with... a black engravable plate” [(PTO-892, page 2, Reference X, “Successories: Product / Engraved Awards / Item Detail,” page 1], *wherein the user-selected specifications include text to be engraved on the plate* - “If you select a product on this web site which requires engraving, you will be prompted during the checkout process to provide the necessary engraving information... Please be sure that your instructions clearly indicate how you wish your engraving to appear. We will engrave the exact letters and spaces we see.” [(PTO-892, page 1, Reference W, “Successories: Engraving,” pages 1 and 2]. In addition, the forms to enter the text for engraving are given on page 2 of ‘Successories: Engraving.’

10. Claims 19 and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Successories.com, Horn et al. (US 7,013,289 B2), Carlson Marketing Group, Inc. (WO 01/86545 A2), and Roses (US 2003/0055871 A1) in view of Leone, III et al. (US 6,665,587 B2).

As per claim 19, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 16. Neither Successories.com, Horn, nor Carlson Marketing Group, Inc. explicitly discloses that the user-selected specifications include color for a portion of the achievement recognition item.

However, in an analogous art, Leone, III discloses *user-selected specifications including color* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the system of Successories.com, Horn, and Carlson Marketing Group,

Inc. with the teaching of Leone, III to develop a system for providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to choose different colors. It is well known in the art of personalizing items that when personalizing an item that is available in a color, the opportunity to select different colors is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which different colors of the item can be selected. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Successories.com, Horn, and Carlson Marketing Group, Inc. in order to provide the ability to select different colors.

As per claim 22, Successories.com, Horn, and Carlson Marketing Group, Inc. substantially disclose the system of claim 21. Neither Successories.com, Horn, nor Carlson Marketing Group, Inc. explicitly discloses that the user-selected specifications include type or font size of the text.

However, in an analogous art, Leone, III discloses *user-selected specifications including type or font size of text* (column 4, lines 42 – 57).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of invention to incorporate the system of Successories.com, Horn, and Carlson Marketing Group, Inc. with the teaching of Leone, III to develop a system for providing an online, interactive web site in which a user can personalize an achievement recognition item to be produced and wherein the personalization includes the ability to engrave text in different selected sizes. It is well known in the art of personalizing items that when personalizing an item that includes text, the

opportunity to select the size of such text is common. Leone discloses a method of providing computer-implemented interface for selecting and personalizing items, in which text can be included in different selected sizes. This interface is not unlike interfaces of computer-implemented e-commerce sites allowing the selection and personalization of items. Thus, it would be obvious to combine the ability of Leone's interface with the web site of Successories.com, Horn, and Carlson Marketing Group, Inc. in order to provide the ability to select different sizes of text.

11. The prior art made of record and not relied upon is considered pertinent to the applicant's disclosure. The cited documents represent the general state of the art.

Conclusion

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Eric A. Wiener whose telephone number is 571-270-1401. The examiner can normally be reached on Monday through Thursday from 9am to 4pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chameli Das, can be reached on 571-272-3696. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).


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12/10/06